

REP HEADLINE# 6272557
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG10/12 11.2
*** WFLA-TV ***

ADV # _____ ADV. NAME POLI/B OBAMA/L/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 6272557 CLASS: NATL. LOCAL REGIONAL

PRUCT SKED B EST#1596 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG11/12 AUG16/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG10/12 11.29

REP: NEW ORDER
FTL \$28,895 @30X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

444: 9400

989 9410

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|

| | | | | | | | | | | | | |
|-----------------------------|--|--|-----------|----|--|----------|------|------|---|--|------|---|
| 1 | | | 200P-300P | 30 | | \$250.00 | 8/13 | 8/16 | 5 | | M-TH | 5 |
| AGENCY ADVERTISER CODE = 95 | | | | | | | | | | | | |
| AGENCY PRODUCT CODE = 101 | | | | | | | | | | | | |
| AGENCY EST# = 1596 | | | | | | | | | | | | |
| PROGRAM : RACHAEL RAY | | | | | | | | | | | | |
| CON COM1 : RACHAEL RAY | | | | | | | | | | | | |

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 2 | | | 400P-500P | 30 | | \$650.00 | 8/13 | 8/16 | 5 | | M-TH | 5 |
| PROGRAM : DR. OZ CON COM1: DR. OZ | | | | | | | | | | | | |
| 3 | | | 430A-459A | 30 | | \$65.00 | 8/13 | 8/16 | 3 | | M-TH | 3 |
| PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A | | | | | | | | | | | | |
| 4 | | | 500A-530A | 30 | | \$300.00 | 8/13 | 8/16 | 3 | | M-TH | 3 |
| PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY | | | | | | | | | | | | |
| 5 | | | 530P-600P | 30 | | \$1,000.00 | 8/13 | 8/16 | 3 | | M-TH | 3 |
| PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P | | | | | | | | | | | | |
| 6 | | | 600P-630P | 30 | | \$2,000.00 | 8/13 | 8/16 | 2 | | M-TH | 2 |
| PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8 | | | | | | | | | | | | |
| 7 | | | 600A-700A | 30 | | \$1,000.00 | 8/13 | 8/16 | 1 | | M-TH | 1 |
| PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY | | | | | | | | | | | | |
| 8 | | | 700A-900A | 30 | | \$2,000.00 | 8/13 | 8/16 | 2 | | M-TH | 2 |
| PROGRAM : TODAY SHOW CON COM1: TODAY SHOW | | | | | | | | | | | | |
| 9 | | | 900P-1000P | 30 | | \$4,000.00 | 8/13 | 8/13 | 1 | | MON | 1 |
| PROGRAM : NINJA CON COM1: NINJA | | | | | | | | | | | | |
| 10 | | | 1200N-100P | 30 | | \$200.00 | 8/11 | 8/11 | 1 | | SAT | 1 |
| PROGRAM : NEWSCHANNEL 8 @ 12N CON COM1: NEWSCHANNEL 8 @ 12N | | | | | | | | | | | | |

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|--|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-------------------------|
| 11 | | | 600P-630P | 30 | | \$900.00 | 8/11 | 8/11 | 1 | | SAT | 1 |
| PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8 | | | | | | | | | | | | |
| 12 | | | 600P-630P | 30 | | \$1,000.00 | 8/12 | 8/12 | 1 | | SUN | 1 |
| PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8 | | | | | | | | | | | | |
| 13 | | | 800A-900A | 30 | | \$700.00 | 8/12 | 8/12 | 1 | | SUN | 1 |
| PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY | | | | | | | | | | | | |
| 14 | | | 900P-1100P | 30 | | \$4,500.00 | 8/12 | 8/12 | 1 | | SUN | 1 |
| PROGRAM : AMERICAS TALENT CON COM1: AMERICAS TALENT | | | | | | | | | | | | |
| AUG/12 28895.00 | | | | | | | | | | | | CONTRACT TOTAL 28895.00 |
| | | | | | | | | | | | | TOTAL SPOTS 30 |

MARKET TOTALS \$160,527 WFLA 18% WFTS 21% WTSP 27% WTVT 26% WTOG 2% WTTA 2% WMOR 1%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 3% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 713 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | |
|---|---|---|
| Client: Barack Obama/ D/ President | Submission Cost: 19495 | Campaign Ref: E:120810029 |
| Buyer: " " | Client/Product/Estimate: 95 /101 /1596 | Sales Rep: HRP Washington, DC |
| Schedule Dates: 08/06/12 to 08/19/12 | Weeks: 2 | Order Ref: 06272557 |
| Est./PO Number: 06272557 | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| | | |
|-----------------------------------|----------------------------|---|
| Product: Sked B | Booking Group: WFLA | Key Market: Tampa-St. Petersburg, FL |
| Demographic: (L) Household | Order: | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 08/06 | 08/13 | Total | Cost |
|--|------------------------------|----------|------|-------------|--------------|-------|-------|------|
| 1 | M-F 2p Rachael Ray MTWT.. | 03 | 250 | 30 Comme | Nbr of Spots | 5 | 5 | 1250 |
| 2 | M-F 4p Dr Oz MTWT.. | 03 | 650 | 30 Comme | Nbr of Spots | 5 | 5 | 3250 |
| 3 | M-Th, Su 430a News MTWT.. | 02 | 65 | 30 Comme | Nbr of Spots | 3 | 3 | 195 |
| 4 | M-F 5a News MTWT.. | 01 | 300 | 30 Comme | Nbr of Spots | 3 | 3 | 900 |
| 5 | M-F 530p News MTWT.. | 03 | 1000 | 30 Comme | Nbr of Spots | 3 | 3 | 3000 |
| 6 | M-F 6p News MTWT.. | 02 | 2000 | 30 Comme | Nbr of Spots | 2 | 2 | 4000 |
| 7 | M-F 6a News MTWT.. | 02 | 1000 | 30 Comme | Nbr of Spots | 1 | 1 | 1000 |
| 8 | M-F 7a Today Show MTWT.. | 01 | 2000 | 30 Comme | Nbr of Spots | 2 | 2 | 4000 |
| 9 | Sat 6p News | 02 | 900 | 30 Comme | Nbr of Spots | 1 | 1 | 900 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 2 | 24 | 26 | |

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 Suite 800
 Washington DC 20007

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| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 08/06 | 08/13 | Total | Cost |
|--|-----------------------|----------|------|-------------|-------|-------|-------|------|
| 10 | Sun 6p NewsS | 02 | 1000 | 30 Comme | 1 | | 1 | 1000 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 2 | 24 | 26 | |

| Grand Totals | | | | Month 8 Weeks: 4 | | | |
|--------------|--|-------|-------|------------------|--|-------|-------|
| Totals | | 08/06 | 08/13 | Spots | | 08/06 | 08/13 |
| Spots | | 26 | 2 | | | 26 | 24 |
| Cost | | 19495 | 1800 | | | 19495 | 17395 |

| | |
|----------------------|-------------------------------|
| Grand Totals: | Spots: 26 |
| | Gross Total: 19,495.00 |
| | Commission: 2,924.25 |
| | Net Total: 16,570.75 |

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, Daniel Jester,
 being/on behalf of: Barack Obama, a legally
 qualified candidate of the Democratic political
 party for the office of: President of the United States
 in the Primary & General
 election to be held on: Various dates

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | AS ORDERED | | | | |

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee



1/18/2012
Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

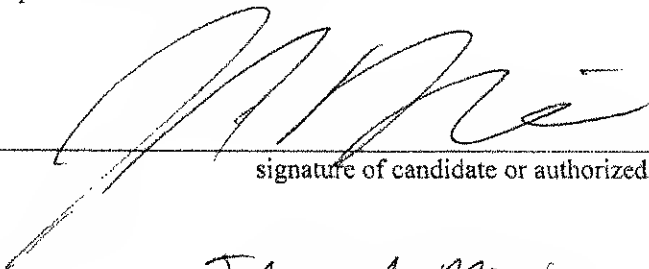
I, James A. Messina
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x 
signature of candidate or authorized committee

James A. Messina 1/18/2012
printed name date